

# 9 45 TAGLINES YEARS

Inconsistent brand message. Hard to educate potential recruits and build internal pride.

## 100% AWARENESS

But little depth of understanding from general public about Navy missions or lifestyle.

## 1+ YEARS OF RESEARCH

Qualitative + Quantitative to develop long-lasting Navy brand.

## TESTED + VERIFIED

as overwhelmingly positive, authentic + motivating.

Sailors + Veterans  
Prospects  
General Public  
Influencers  
Thought Leaders  
Etc...

1000's of people

## 3 GOALS OF A BRAND CAMPAIGN AND TAGLINE

1. Inspire future recruits
2. Build a strong brand story
3. Enhance internal pride

# THE JOURNEY TO OUR NEW BRAND

## LOGO



Direct



PR



Digital



Event



Social



Broadcast  
(TV + Radio)

## INTEGRATED MULTI-CHANNEL APPROACH.

Main goal of all communications is to build depth of Navy knowledge.

# NEW TAGLINE FORGED BY THE SEA

## TIMING

DEC 2017

4

Navy-wide email

9

Soft-launch at Army-Navy Game

10

Digital and social media

MAR 2018

Fully-integrated launch  
New Navy.com launch  
Broadcast TV launch

SEPT

Final Navy.com

## CONTACT

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